

Sofie Whitfield

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SUMMARY

Experienced Marketing Expert with 12 years of success. Track record of developing and executing strategic campaigns that have increased market share and profitability. Proven ability to build relationships with clients and understand their needs.

EXPERIENCE

Founder

SWSB Solutions

January 2023 - Present

- Strategized and developed tailored plans to optimize business operations and drive growth by creating automated email campaigns that improved sales conversions by 29% .
- Conducted comprehensive financial analysis, including budgeting and forecasting, to enhance fiscal performance.
- Researched market trends and competitors to inform strategic decision-making and market positioning.
- Evaluated performance metrics and provided actionable insights to monitor progress and achieve objectives.
- Managed client relationships, delivering exceptional service and personalized solutions to exceed expectations and retained 80% of all business.

Business Owner

Synergy180

June 2017 - June 2023, San Diego, CA

- Identified target market segments and created marketing strategies to attract and retain members. Achieved 87% in sales conversion and 93% monthly retention at 6 year average.
- Managed the budget, including expenses, revenue projections, and financial reporting to start seeing a profit within a year of opening.
- Monitored financial performance, analyzed key performance indicators (KPIs), and made informed decisions to optimize profitability.
- Ensured exceptional customer service by creating a welcoming and inclusive environment for members with a rating of 5 stars across Google, Yelp and Facebook reviews.
- Developed and implemented effective strategies to improve response time and lower customer service issues by 67%.
- Hired, trained, a 10x profit from initial investment in June 2023.

Senior Sales Executive and Website Developer

LaasDev

November 2018 - August 2022, San Diego, CA

- Collaborated with other businesses, consultants, and professionals to enhance service offerings.
- Developed sales strategies, conducted presentations, and negotiated contracts with potential clients in Insurance, Real Estate, and small brick & mortar industries.
- Set up online stores and integrated e-commerce platforms like Shopify and WooCommerce generating an industry high of 3% click to purchase rate.
- Developed secure payment gateways, shopping carts, and inventory management systems.
- Optimized website performance for faster loading times and improved user experience.
- Minimized code and image sizes, implemented caching, and followed best practices for web performance.

Senior Sales Specialist

220 Marketing Group

July 2016 - June 2017, San Diego, CA

- Used various methods, including cold calling, email outreach, networking events, and referrals, to generate leads.
- Highlighted the benefits of the offered services, showcasing how they can improve the client's online presence and business outcomes achieving a retention average of 90% of clients.
- Identified opportunities to upsell additional services or features that could enhance the website's functionality and performance.
- Explored cross-selling opportunities for related services such as SEO, content creation, or digital marketing.
- Successfully delivered website design and development solutions tailored to clients' goals and requirements, resulting in achieving the top sales position for six consecutive months within a team of 15 sales consultants.

Co-Owner /Operator

Fit Body Boot Camp

September 2012 - May 2015, Minneapolis, MN

- Oversaw the gym's physical infrastructure, ensuring equipment is well-maintained and facility is clean, safe, and inviting.
- Managed maintenance, repairs, and renovations as needed to create a positive member experience.
- Developed and managed membership packages, pricing structures, and promotions to maximize membership sales.
- Tracked membership data and trends to make informed decisions about offerings and pricing.
- Created marketing campaigns that included Mailchimp campaigns, Facebook/Instagram Ad Spend, Google Ads, and affiliate marketing.

PROJECTS

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Volunteer

Francis Parker School · <https://www.francisparker.org/gala/> · August 2023 - Present

- Assist in event planning and coordination, including logistics, decorations, and entertainment.
- Recruit and manage volunteers, assigning tasks and ensuring smooth execution of activities.
- Provide on-site support during the gala, such as greeting guests, managing registration, and assisting with auction items.
- Help with fundraising efforts, including soliciting donations, selling tickets, and promoting sponsorships (\$392,000.00) that resulted cost of GALA being met and all ticket sales directly towards financial assistance for students.
- Support post-event activities, such as clean-up, data entry, and thank-you notes to sponsors and attendees.

EDUCATION

Business Administration and Management, General

University of Minnesota · Minneapolis, MN · 2015

SKILLS

Sales, Consulting, Website Creation, Forecasting, Prospect Funnels, Up-Selling, Social Media Marketing, Content Generation, Email Marketing, Event Planning

Hard Skills: Marketing, Advertising, Email/SMS Campaigns, Trigger Automations, Content Creation, Sales, Funnel Conversions, Landing Pages, Fundraising, and Branding.